



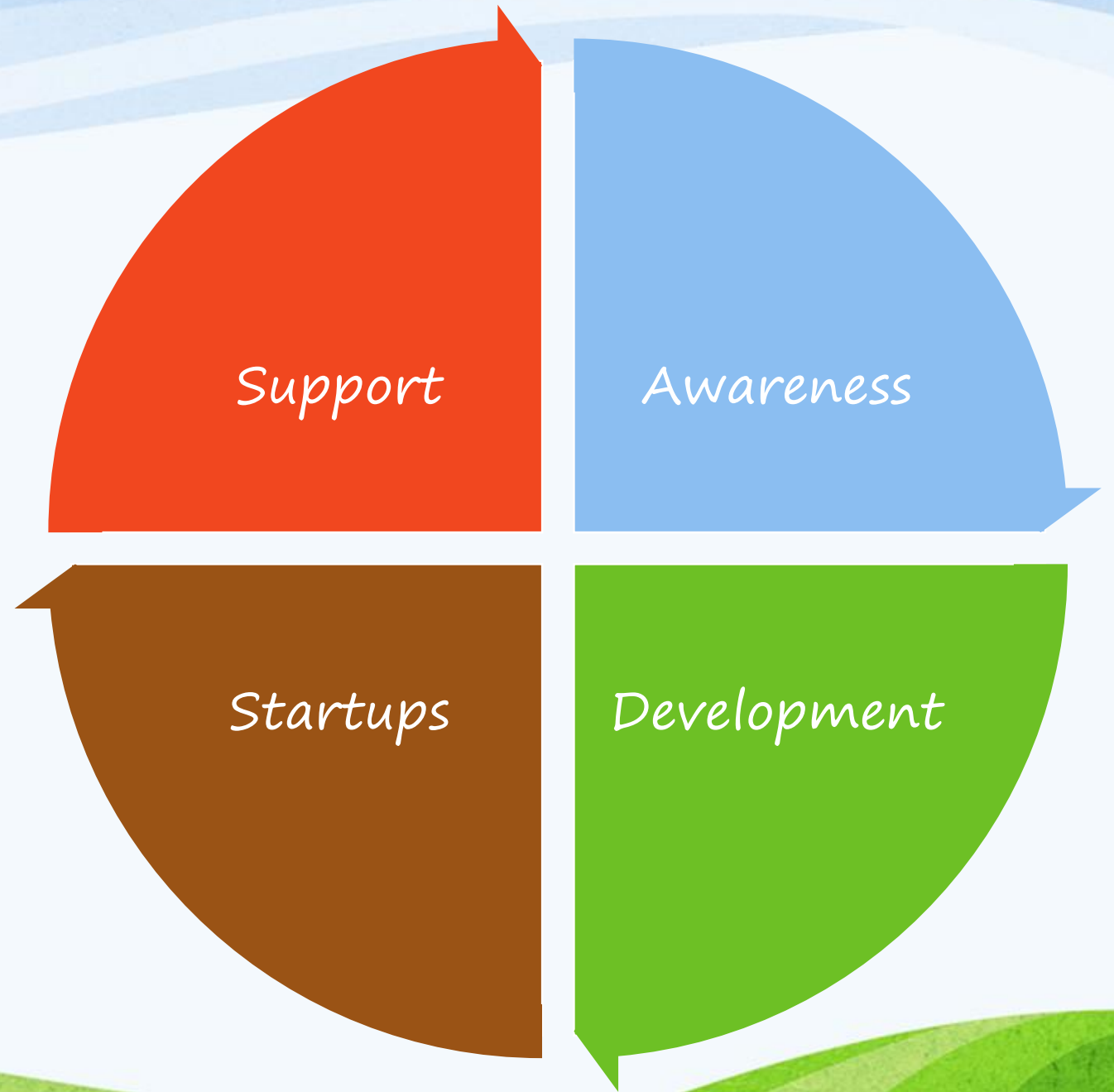
HURON
C O U N T Y

Status of HC Ag.

- 735,696 acres of farmland, #1 in Ontario
- 2,500 farms, #1 in Ontario
- Produced \$1,234,394,053 in farm receipts (2016), #1 in ON
- 36,469 working age HC residents, 2,437 derive income from farms with another 14,305 indirect jobs
- Farms accounted for ~1/2 of all property tax revenue for County

DRAFT

HC AgFd. EcDev Workplan 2017-2020



2018

2019

2020

Agriculture Awareness

Ag. Sector Profile

X

Farm Tours

X

X

X

School Farm Job Talk

X

X

HC Proud

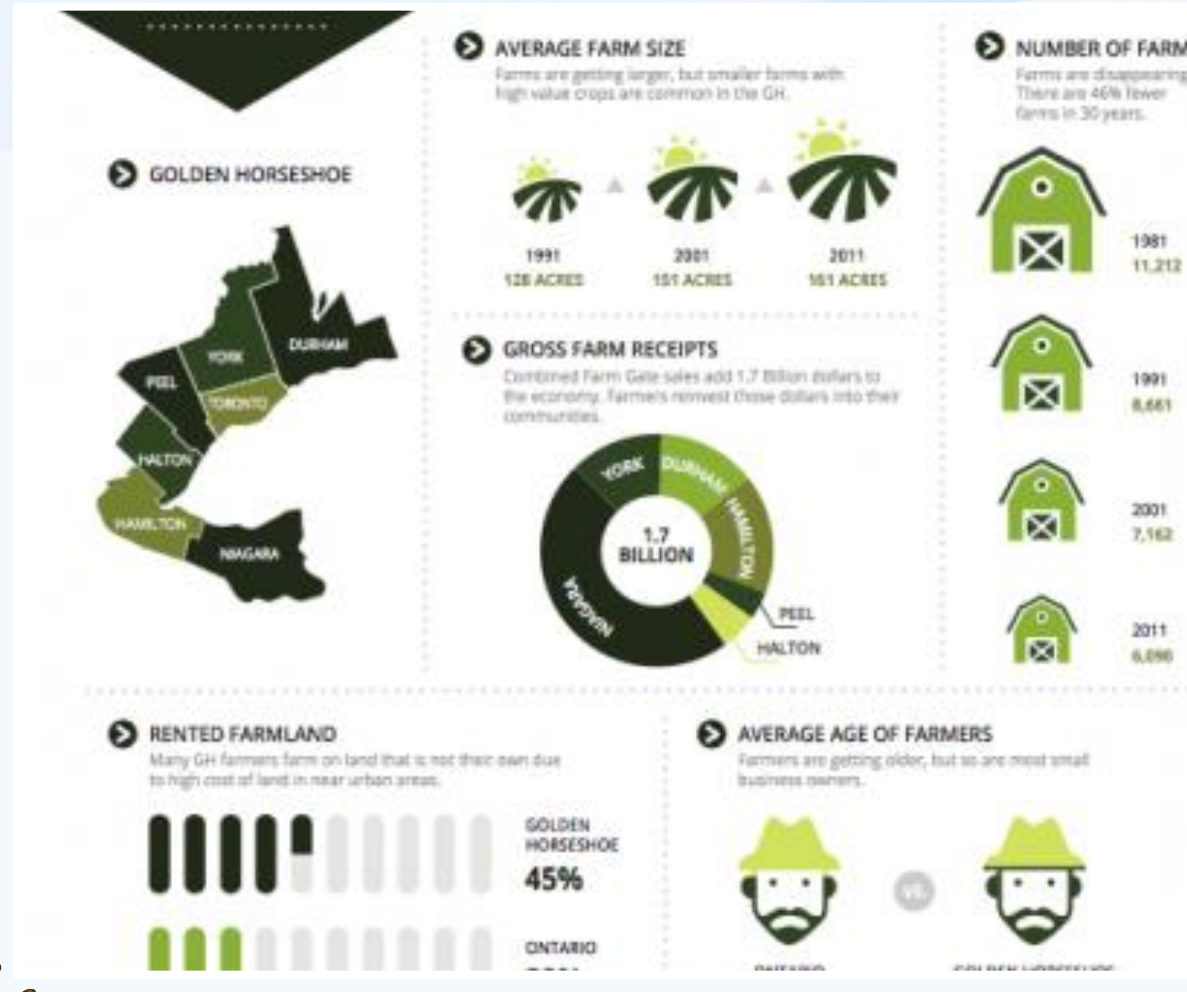
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Ag. Sector Profile

- Based on 2016 census
- Makes us proud
- Honest about challenges
- Used for prospect package





Farm Tours

- *Collaborate with Middlesex*
- *Annual tour*
- *Politicians + management*
- *Dialogue & relationships*

JEAN-MARTIN FORTIER

the market gardener



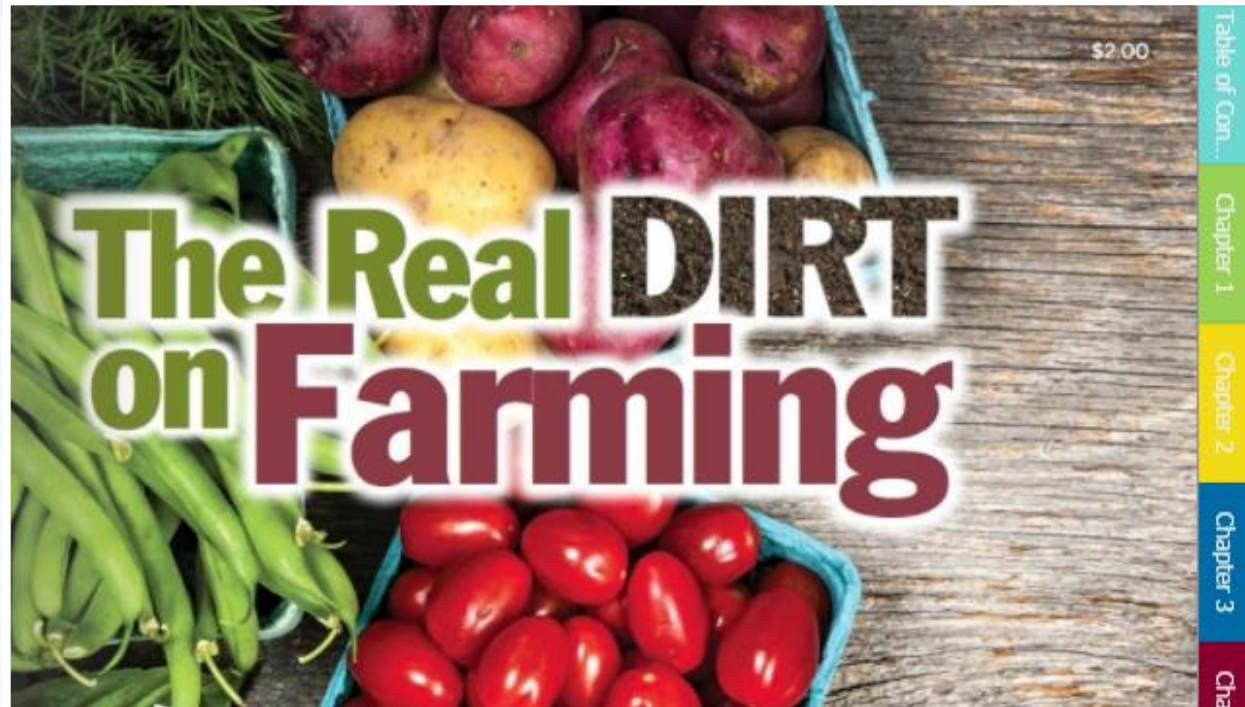
A SUCCESSFUL GROWER'S HANDBOOK
for SMALL-SCALE ORGANIC FARMING

Foreword by Severine von Tscharner Fleming

Illustrations by Marie Bilodeau

School Farm Job Talk

- *Educate on opportunities*
- *Dispel myths*
- *Seed the idea*
- *Roadmap*



HC Proud

- *Digital signage*
- *Celebrate successes*
- *Continue great storytelling*

2018

2019

2020

Business Opportunity Development

Culinary Tourism
Readiness Initiative

X

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Agri-Food Supply Chain
Networking

X

X

X

New Markets & Leads
Identification Initiative

X

Agri-Food Products
Transport Mixer

X

Innovation in
Agri-Sector Conference

X

X



Culinary Tourism Readiness Initiative

- *Support existing tourism efforts*
- *Great new market opportunity we don't leverage*
- *Support existing businesses*



Agri-Food Supply Chain Networking

- *Connect businesses within supply chain*
- *Identify opportunities for more local value-add*
- *Regional business synergy*



New Markets & Leads Identification Initiative

- *Connect (our) serious producers with serious buyers*
- *Demonstrate new markets*
- *Foster exports*



Agri-Food Products Transport Mixer

- *Connect individuals with specific needs*
- *Create regional business synergy*
- *Fill a real and present need*



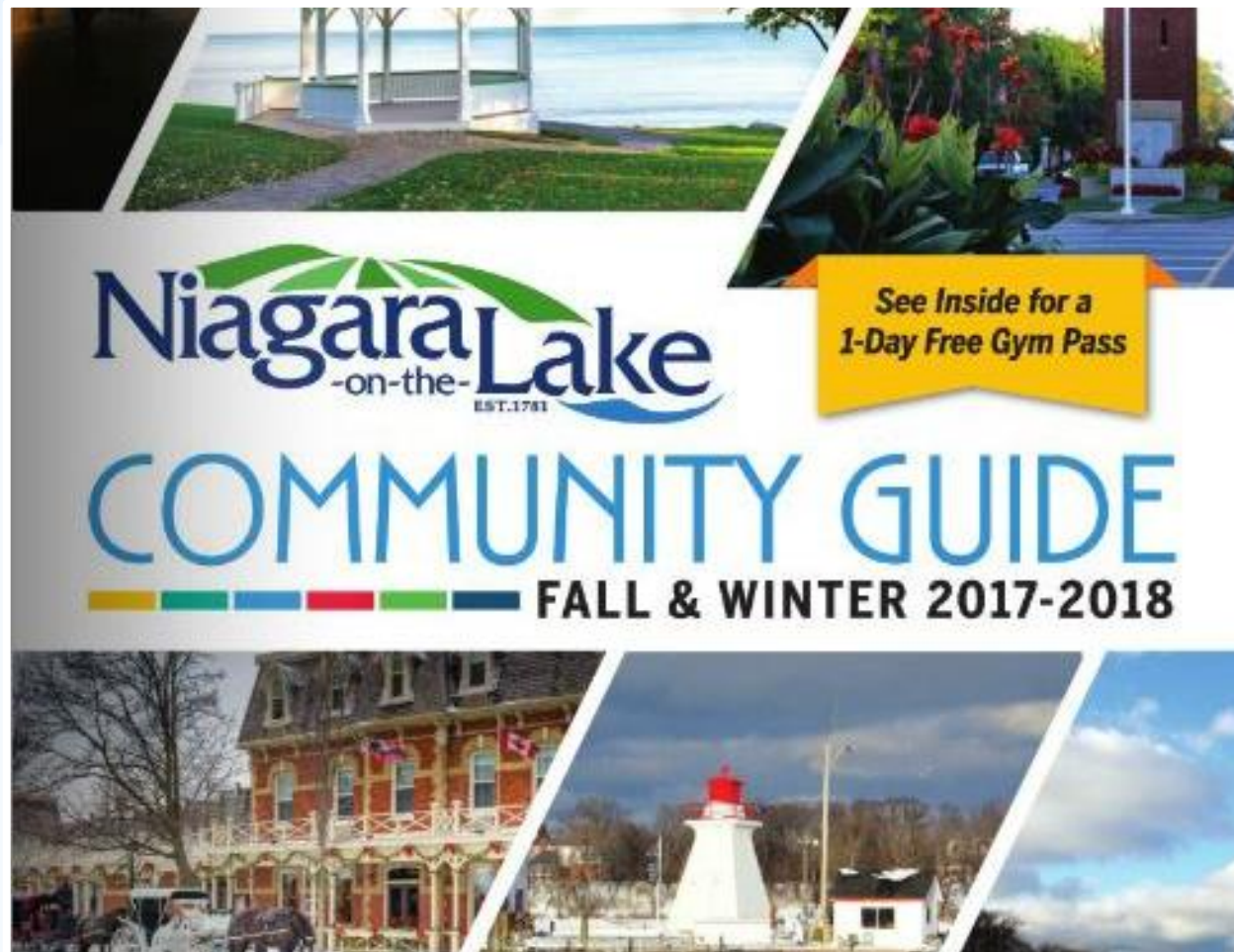
Innovation in Agri-Sector Conference

- *Celebrate successes*
- *Understand what's possible*
- *Roadmap to innovate*



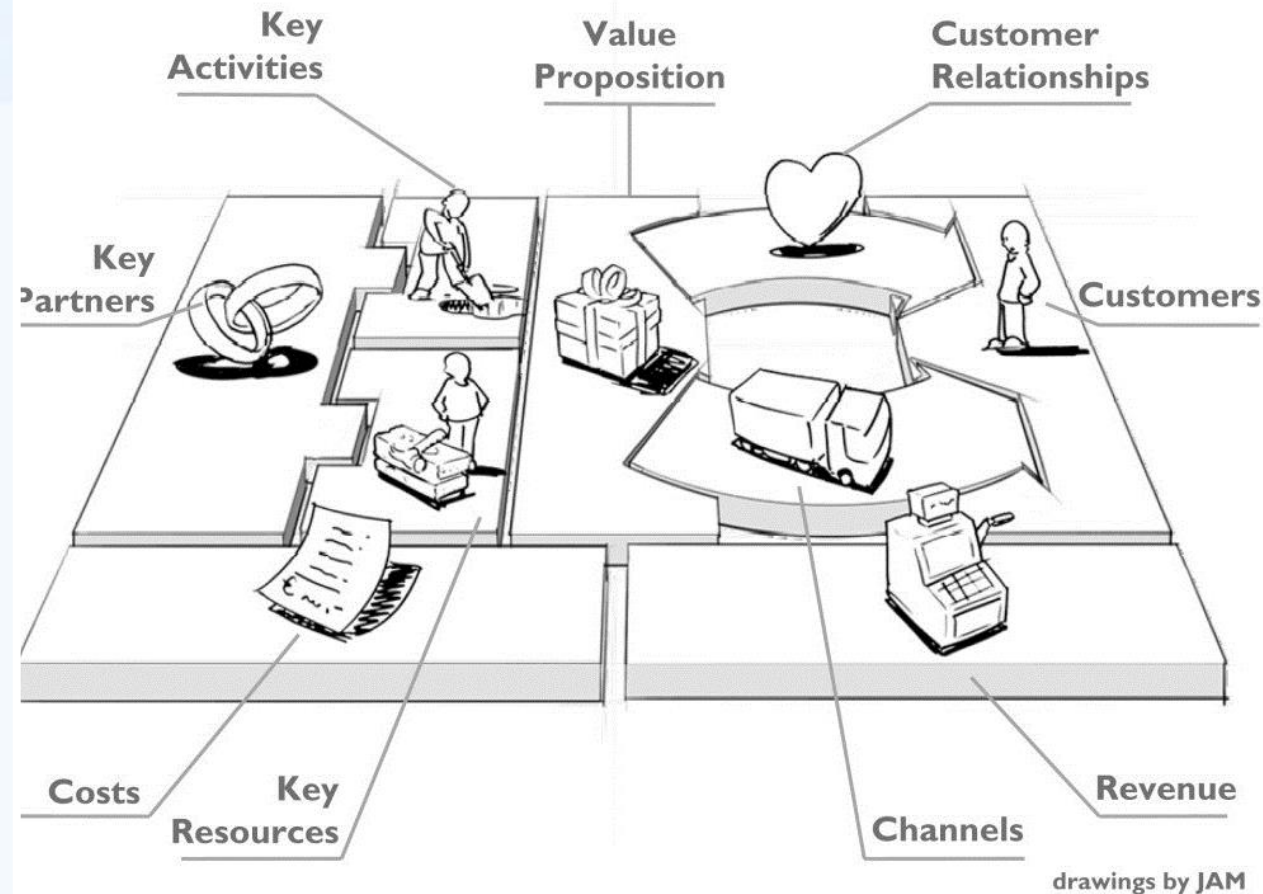
Financing for New Farmers Resource

- *One-stop shop for info*
- *Gather, update, maintain*
- *Useful for all the players*



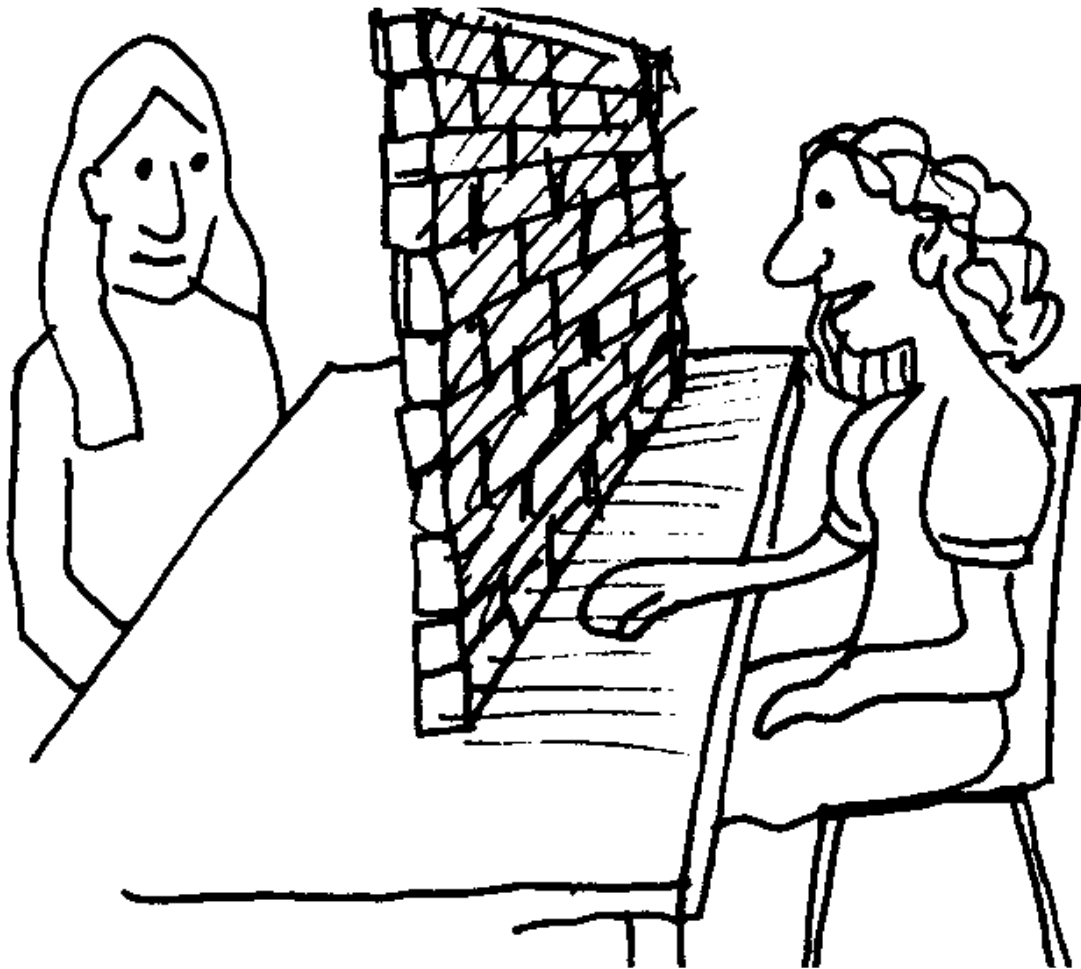
Community Prospects Package

- *Used for investment attraction*
- *Used for people attraction*
- *Customizable to suite prospect*



Agri-Business Cooperative Creation Tool

- A fill in the blank vetted template
- Think “Will template”
- Use in other projects within work plan



New Agriculture Entrant Committee

- Discuss barriers to HC agri-food
- Gather data/facts
- Propose realistic solutions to powers that be



Agriculture Mentor-Mentee Succession Program

- Leverage local expertise
- Build relationships
- Nudge towards succession planning



Win this Space – Country Style

- ‘win’ land – more work to do
- New blood
- Protect from “estate” purchase
- Best practice, than duplicate

	2018				2019				2020			
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Agri-Business Support

HC Agri-Food Leadership Council		X
New Products Business Case Development				X								
Agri-Food Expert Advisor Directory									X	.	.	.
Support Agriculture Organizations
Support workforce development & attraction





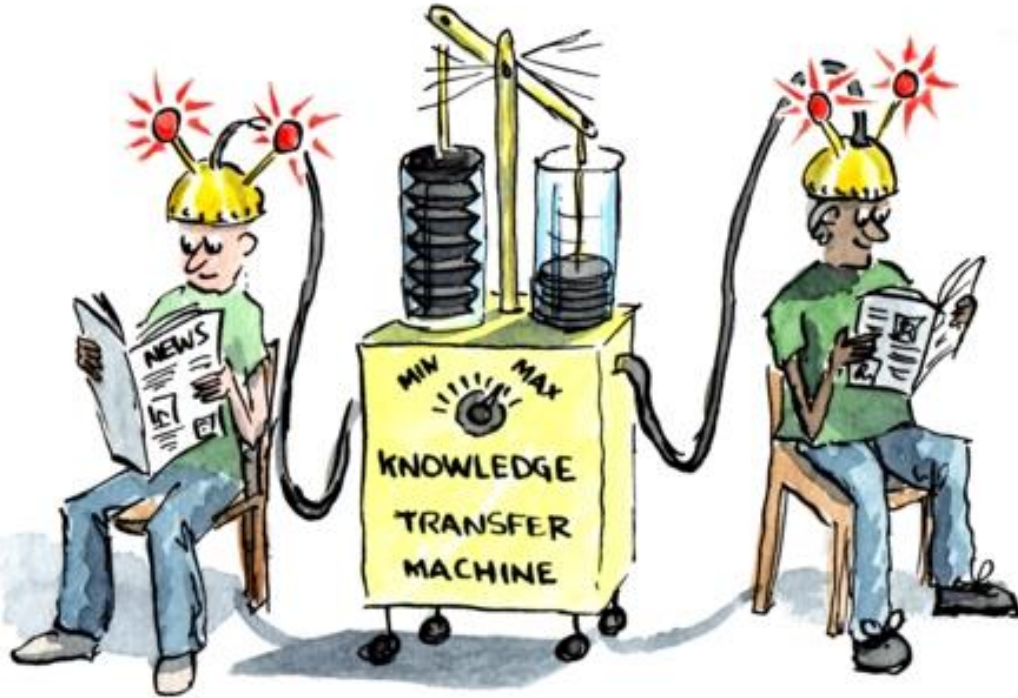
HC Agri-Food Leadership Council

- *Leadership*
- *Guidance*
- *Behind the scenes*
- *Not advocacy, political, laundry*



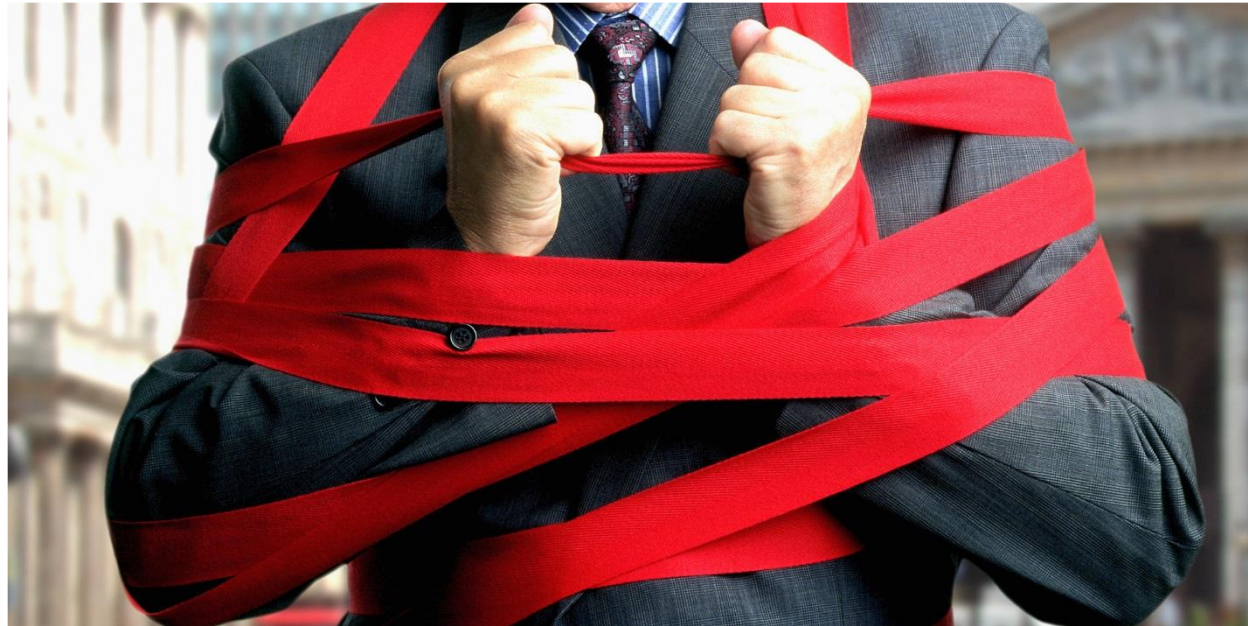
New Products Business Case Development

- From “great idea” to thought out
- Realistic opportunities in a ‘can’
- Expert advice from people in market



Agri-Food Expert Advisor Directory

- Peer support system
- Compensation for time
- Retain/maintain local knowledge



Support Agriculture Organizations

- *Supporting existing groups*
- *Liaise with County departments*
- *Solution-based approach*



Workforce Attraction & Retention Strategy

- Retain
- Attract
- Support
- Housing

Emerging Trends: Food

- Vegetarian Comfort Food
- Healthy 'Junk' Food & Snacks
- Alternatives (Fat, Sugar, Sports Drinks)

Emerging Trends: Services

- Culinary Experiences
- Source/Process/Condition-Verified
- Healthy & Convenient

A stylized landscape illustration featuring rolling green hills in the foreground and background. On the left, there is a green tree, a purple flower, and some orange foliage. A small red bird is flying in the sky above the tree. The sky is composed of horizontal bands of blue and white. The overall style is flat and modern.

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